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TOURISM
LITTLE BOOK
2006

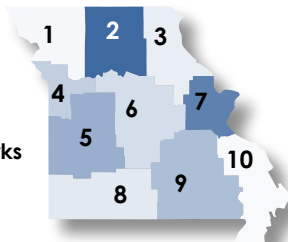
TOURISM AT WORK for Missouri

- Missouri Division of Tourism efforts accounted for a **\$4.8 billion economic impact** during the past five years.
- For every **\$1 the state of Missouri spends** on marketing tourism, **\$55 is returned** in tourism expenditures.
- There were **\$8.5 billion in sales** from 17 tourism-related SIC codes in FY05, up **more than 4.3 percent** from FY04.
- The **state sales tax** from 17 tourism-related SIC codes **totaled \$361 million** in FY05.
- Tourism-related industries **employ 284,916 Missourians**.
- Missouri counties collected approximately **\$176 million in Local Property Taxes** during CY04 from lodging and entertainment businesses (excluding restaurants).
- Tourism is one of the **major revenue-producing** industries in the state.

COOPERATIVE MARKETING MATCHING FUNDS PROGRAM

REGIONS

1. Pony Express
2. Chariton Valley
3. Mark Twain
4. Kansas City
5. Osage Lakes
6. Lake of the Ozarks
7. St. Louis
8. Ozark Mountain
9. Ozark Heritage
10. River Heritage



For more than a decade the Division of Tourism has matched local nonprofit destination marketing organizations dollar for dollar for the implementation of approved tourism marketing projects. The Cooperative Marketing Program, originally established for the FY95 fiscal year, continues to promote the development and implementation of superior tourism marketing initiatives. Approved projects are designed to attract overnight visitors to Missouri destinations with emphasis placed on out-of-state media advertising that aligns with MDT marketing strategies.

COOPERATIVE MARKETING PROGRAM

As a performance-based marketing program, this model of state and community partnerships strives for excellence through ongoing tracking and outcome measurement requirements that have been carefully built into the program. The division, with advice and direction from the Missouri Tourism Commission and an active industry advisory committee, administers the Cooperative Marketing Program. This valuable partnership is just one more approach to lead Missouri in becoming one of America's most memorable tourist destinations.

PERFORMANCE-BASED MARKETING

Projects Incorporate:

- Goals, strategies, milestones and outcome measures
- Comprehensive project tracking and reporting
- In-depth end-of-project summary reporting

MARKETING CATEGORIES

- **Leisure Travel Marketing** – As one of the three original marketing categories first available in FY95, this category is open to

COOPERATIVE MARKETING PROGRAM

a variety of marketing activities designed to entice leisure travelers to individual Missouri destinations. Funding is allocated by regions.

-  **Convention Marketing** – This is a category developed for a variety of marketing activities designed to attract conventions, meetings, and sporting events that have not typically met in Missouri.
-  **Statewide Marketing** – A variety of marketing activities may be proposed by a statewide Destination Marketing Organization targeting the leisure traveler.
-  **Small Project Marketing** – This category is designed especially for projects of a limited scope and duration with a leisure travel focus. This is the only category with two six-month marketing periods each year.
-  **Brochure Program** – The production and printing of tourism brochures may be funded in this category.
-  **Destination Advertising** – Qualified Destination Marketing Organizations may place media advertising, which targets the leisure traveler, in approved markets and media.

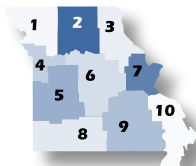
COOPERATIVE MARKETING PROGRAM

Matching Funds by Region

	Region	State Funds Awarded FY05	TOTAL Awards FY95-05
	Statewide	\$13,449	\$436,726
1.	Pony Express	\$93,943	\$1,026,844
2.	Chariton Valley	\$0	\$74,518
3.	Mark Twain	\$62,888	\$539,965
4.	Kansas City	\$605,625	\$4,029,704
5.	Osage Lakes	\$39,674	\$484,639
6.	Lake Of The Ozarks	\$499,043	\$3,822,371
7.	St. Louis	\$671,414	\$4,917,546
8.	Ozark Mountain	\$1,035,742	\$7,356,118
9.	Ozark Heritage	\$9,970	\$256,318
10.	River Heritage	\$65,883	\$556,510
	STATE DOLLARS.....	\$3,097,631	\$23,501,259

COMBINED WITH LOCAL MATCH

.....\$6,195,262\$47,002,518



For FY05, in the leisure travel marketing category, a minimum of \$80,000 was available in each of the 10 regions for approved marketing projects.

TOURISM

SPENDING AND COUNTY REVENUES

County	*FY05 Total Expenditures in 17 Tourism-related SIC codes	**FY04 Local Property Taxes Lodging and Entertainment
Adair	\$26,041,847	\$364,631
Andrew	\$18,591,636	\$99,403
Atchison	\$7,461,631	\$25,859
Audrain	\$15,639,833	\$175,033
Barry	\$31,173,616	\$271,954
Barton	\$9,160,862	\$139,505
Bates	\$14,413,118	\$133,681
Benton	\$13,238,671	\$129,307
Bollinger	\$3,341,264	\$2,381
Boone	\$249,485,369	\$3,031,858
Buchanan	\$126,817,605	\$3,313,822
Butler	\$55,070,005	\$573,341
Caldwell	\$1,484,601	\$7,743
Callaway	\$28,184,941	\$330,174
Camden	\$145,802,119	\$3,950,701
Cape Girardeau	\$117,075,593	\$1,214,490
Carroll	\$4,957,671	\$31,634

*Source: Mo Dept. of Rev.

**Source: DED – MERIC

TOURISM SPENDING AND COUNTY REVENUES

County	*FY05 Total Expenditures in 17 Tourism-related SIC codes	**FY04 Local Property Taxes Lodging and Entertainment
Carter	\$5,229,171	\$86,547
Cass	\$79,113,913	\$675,161
Cedar	\$8,242,337	\$50,764
Chariton	\$2,287,395	\$20,456
Christian	\$49,810,255	\$215,234
Clark	\$1,344,400	\$46,646
Clay	\$301,407,455	\$15,459,610
Clinton	\$9,915,579	\$55,874
Cole	\$102,098,573	\$2,178,954
Cooper	\$13,520,880	\$1,712,637
Crawford	\$21,403,133	\$238,424
Dade	\$1,733,698	\$53,628
Dallas	\$10,213,923	\$89,362
Daviess	\$2,963,341	\$37,825
DeKalb	\$12,814,346	\$74,240
Dent	\$10,632,172	\$133,769
Douglas	\$5,316,583	\$6,622
Dunklin	\$20,972,128	\$179,713
Franklin	\$88,748,034	\$1,305,636
Gasconade	\$10,192,905	\$317,010

*Source: Mo Dept. of Rev.

**Source: DED – MERIC

TOURISM SPENDING AND COUNTY REVENUES

County	*FY05 Total Expenditures in 17 Tourism-related SIC codes	**FY04 Local Property Taxes Lodging and Entertainment
Gentry	\$2,042,205	\$10,501
Greene	\$436,939,590	\$5,236,678
Grundy	\$7,050,317	\$235,110
Harrison	\$9,817,140	\$79,864
Henry	\$22,238,574	\$214,513
Hickory	\$3,087,497	\$60,880
Holt	\$4,477,002	\$300,032
Howard	\$4,332,168	\$26,241
Howell	\$35,243,652	\$539,764
Iron	\$4,492,039	\$62,160
Jackson	\$1,261,989,858	\$25,785,655
Jasper	\$136,832,462	\$976,335
Jefferson	\$163,140,471	\$1,289,390
Johnson	\$44,369,031	\$469,016
Knox	\$900,138	\$4,725
Laclede	\$35,994,076	\$556,812
Lafayette	\$25,957,958	\$125,359
Lawrence	\$23,262,480	\$45,195
Lewis	\$2,755,437	\$418,895
Lincoln	\$27,149,843	\$124,662

*Source: Mo Dept. of Rev.

**Source: DED – MERIC

TOURISM SPENDING AND COUNTY REVENUES

County	*FY05 Total Expenditures in 17 Tourism-related SIC codes	**FY04 Local Property Taxes Lodging and Entertainment
Linn	\$7,231,399	\$61,971
Livingston	\$14,759,623	\$226,937
Macon	\$14,494,876	\$135,358
Madison	\$6,407,589	\$5,597
Maries	\$2,600,679	\$197
Marion	\$34,700,658	\$302,671
McDonald	\$6,694,349	\$31,083
Mercer	\$1,343,287	\$8,776
Miller	\$31,281,594	\$685,139
Mississippi	\$7,392,643	\$50,886
Moniteau	\$5,972,136	\$16,624
Monroe	\$4,680,814	\$109,973
Montgomery	\$6,260,752	\$85,045
Morgan	\$16,830,379	\$334,367
New Madrid	\$19,246,704	\$127,610
Newton	\$71,523,935	\$845,965
Nodaway	\$20,427,536	\$218,773
Oregon	\$5,159,305	\$27,803
Osage	\$4,045,974	\$62,807
Ozark	\$5,340,607	\$176,768

*Source: Mo Dept. of Rev.

**Source: DED – MERIC

TOURISM SPENDING AND COUNTY REVENUES

County	*FY05 Total Expenditures in 17 Tourism-related SIC codes	**FY04 Local Property Taxes Lodging and Entertainment
Pemiscot	\$10,434,398	\$903,837
Perry	\$18,035,361	\$388,583
Pettis	\$49,306,634	\$400,412
Phelps	\$52,266,546	\$1,356,696
Pike	\$8,950,106	\$214,630
Platte	\$198,149,111	\$4,496,275
Polk	\$18,485,019	\$160,212
Pulaski	\$48,554,211	\$1,123,264
Putnam	\$792,616	\$14,188
Ralls	\$6,110,668	\$182,315
Randolph	\$17,311,628	\$198,352
Ray	\$8,700,922	\$81,486
Reynolds	\$3,475,726	\$146,947
Ripley	\$5,456,995	\$139,740
Saline	\$16,804,314	\$190,215
Schuyler	\$619,807	\$9,468
Scotland	\$2,103,037	\$18,680
Scott	\$37,119,430	\$260,024
Shannon	\$3,859,559	\$106,388
Shelby	\$1,284,569	\$9,593

*Source: Mo Dept. of Rev.

**Source: DED – MERIC

TOURISM SPENDING AND COUNTY REVENUES

County	*FY05 Total Expenditures in 17 Tourism-related SIC codes	**FY04 Local Property Taxes Lodging and Entertainment
St. Charles	\$434,952,786	\$10,323,923
St. Clair	\$4,206,342	\$46,797
St. Francois	\$64,745,506	\$640,856
St. Louis City	\$1,880,567,683	\$22,098,668
St. Louis	\$829,192,483	\$43,800,919
Ste. Genevieve	\$11,503,296	\$132,117
Stoddard	\$24,710,780	\$217,252
Stone	\$120,918,361	\$3,741,254
Sullivan	\$3,270,640	\$16,610
Taney	\$407,231,571	\$6,834,429
Texas	\$11,545,154	\$55,957
Vernon	\$13,068,584	\$172,441
Warren	\$21,807,330	\$195,981
Washington	\$8,709,943	\$264,058
Wayne	\$6,618,298	\$80,577
Webster	\$19,260,967	\$63,820
Worth	\$804,151	\$0
Wright	\$9,137,876	\$116,658
TOTALS	\$8,544,439,789	\$176,013,390

*Source: Mo Dept. of Rev.

**Source: DED – MERIC

FY05 TOURISM-RELATED EMPLOYMENT

County	Number of Employees	County	Number of Employees
Adair	1,391	Chariton	78
Andrew	164	Christian	1,785
Atchison	228	Clark	84
Audrain	451	Clay	12,284
Barry	1,062	Clinton	370
Barton	569	Cole	3,819
Bates	279	Cooper	1,148
Benton	441	Crawford	666
Bollinger	103	Dade	47
Boone	8,632	Dallas	375
Buchanan	4,471	Daviess	122
Butler	1,816	DeKalb	342
Caldwell	75	Dent	329
Callaway	1,135	Douglas	149
Camden	3,869	Dunklin	730
Cape Girardeau	4,022	Franklin	3,569
Carroll	165	Gasconade	601
Carter	231	Gentry	85
Cass	2,356	Greene	15,734
Cedar	296	Grundy	258

FY05 TOURISM-RELATED EMPLOYMENT

County	Number of Employees	County	Number of Employees
Harrison	351	Marion	1,382
Henry	782	McDonald	290
Hickory	83	Mercer	46
Holt	137	Miller	890
Howard	272	Mississippi	241
Howell	1,366	Moniteau	289
Iron	137	Monroe	205
Jackson	37,381	Montgomery	255
Jasper	5,335	Morgan	469
Jefferson	5,005	New Madrid	332
Johnson	1,954	Newton	1,544
Knox	105	Nodaway	765
Laclede	1,109	Oregon	144
Lafayette	741	Osage	171
Lawrence	695	Ozark	209
Lewis	394	Pemiscot	688
Lincoln	1,039	Perry	733
Linn	394	Pettis	1,909
Livingston	570	Phelps	1,975
Macon	453	Pike	423
Madison	276	Platte	6,805
Maries	92	Polk	530

FY05 TOURISM-RELATED EMPLOYMENT

County	Number of Employees	County	Number of Employees
Pulaski	2,379	Taney	9,466
Putnam	35	Texas	386
Ralls	233	Vernon	549
Randolph	781	Warren	676
Ray	383	Washington	288
Reynolds	104	Wayne	192
Ripley	231	Webster	575
Saline	841	Worth	18
Schuyler	22	Wright	310
Scotland	67		
Scott	1,443		
Shannon	231		
Shelby	117		
St. Charles	17,363		
St. Clair	145		
St. Francois	2,099		
St. Louis	65,647		
St. Louis-City	24,010		
Ste. Genevieve	409		
Stoddard	649		
Stone	1,931		
Sullivan	39		

**MISSOURI –
Total - 284,916**

Source: Missouri Employment Security as reported by the University of Missouri

THE TOURISM STORY

Leading Missouri in becoming one of America's most memorable tourist destinations

-  In 1967, the 74th General Assembly created the Missouri Tourism Commission.
-  The Missouri Division of Tourism (MDT) operates under the direction of the Missouri Tourism Commission.
-  The commission consists of 10 members:
 - The lieutenant governor;
 - Two senators of different political parties, appointed by the president pro tem;
 - Two representatives of different parties, appointed by the speaker of the House;
 - Five governor appointees that may include, but are not limited to, persons engaged in tourism-oriented enterprises. No more than three are of the same political party.
 - Commissioners appointed by the governor serve staggered, four-year terms.
 - Commissioners receive no compensation.

- The commission elects a chair who calls a minimum of four meetings each year.
- The MDT budget is contained within the Department of Economic Development's annual submittal to the governor and the General Assembly for their approval.
- The tourism commission employs a director qualified by education, experience in public administration and background in the use of news media and advertising mediums. The director employs a professional staff.
- In 1997, the new state logo and slogan, "Where the rivers run," was created to promote Missouri's river heritage.
- MDT's primary goal is to increase tourism expenditures in the state.
 - This objective is achieved through outcome-based, research-supported and measured marketing programs.

BUDGET HISTORY

Missouri's tourism funding formula often is recognized as a model for the nation. Other states, including Colorado, Iowa, Kansas, Maryland, Minnesota, Montana, Nebraska, North Carolina, Ohio, Rhode Island and Wisconsin have studied, adopted or are considering implementing funding plans patterned after Missouri's.

Conceived by industry members, the formula has allowed the Division of Tourism to fund itself from growth in the industry while reducing the division's need for traditional General Revenue Fund appropriations. Since this performance-based funding mechanism went into effect on July 1, 1994, it has provided for the Missouri Division of Tourism budget to grow from \$6 million per year to \$17.8 million for FY05. (Actual funding for FY05 was \$16.8 million.)

RSMo 620.467, known as the Tourism Supplemental Revenue Fund (TSRF), works by identifying sales tax revenue generated by businesses that serve travelers. A percentage of the growth in sales tax revenue from businesses that fall within 17 tourism-related

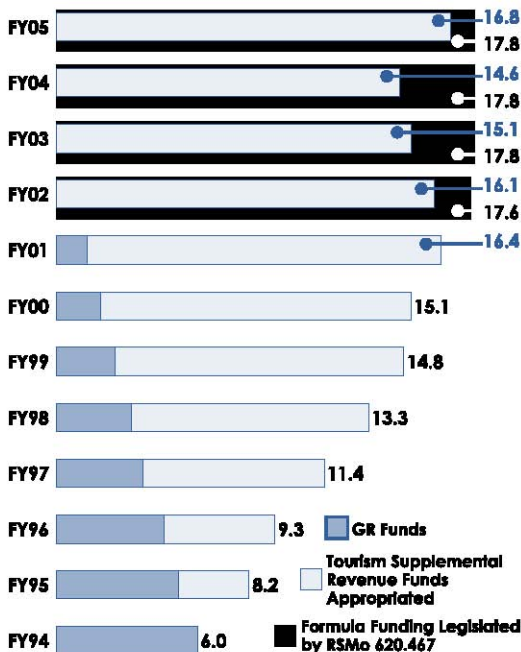
Standard Industry Classification (SIC) codes is used to determine the growth in the TSRF. The formula also allows for 3 percent inflation each year. Once the 3 percent threshold is reached, one-half of the additional growth is used to determine the funding. The fund cannot grow by more than \$3 million in any one year.

In addition, a provision in the law requires that the original FY94 General Revenue core be systematically eliminated by FY04. These reductions were accelerated such that the division was funded 100 percent through the TSRF in FY02, two years earlier than mandated.

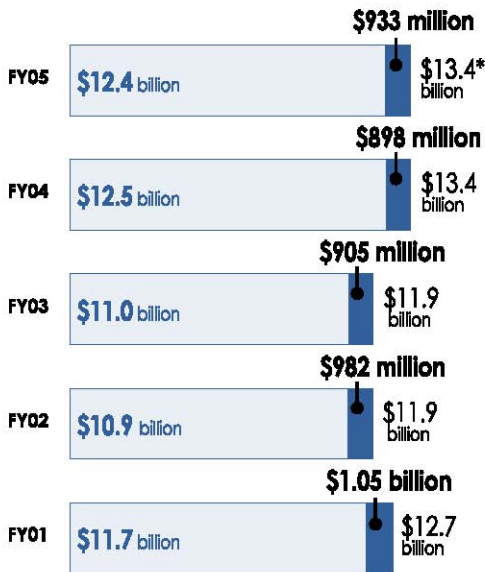
In 1998 and 2002, the General Assembly passed legislation to enhance the original state law. One of the outcomes was to extend the sunset clause to June 2010.

Increases in the TSRF appropriation allow for additional investment in tourism marketing and promotion. Through this performance-based budget, the division expanded its marketing message to new audiences while offering a cooperative matching funds program to local tourism organizations. This places Missouri in a better position to raise awareness of travel opportunities within our state and compete with neighboring states for traveler expenditures.

TOURISM BUDGET COMPARISON in Millions



ECONOMIC IMPACT OF TOURISM



Economic Impact Without MDT

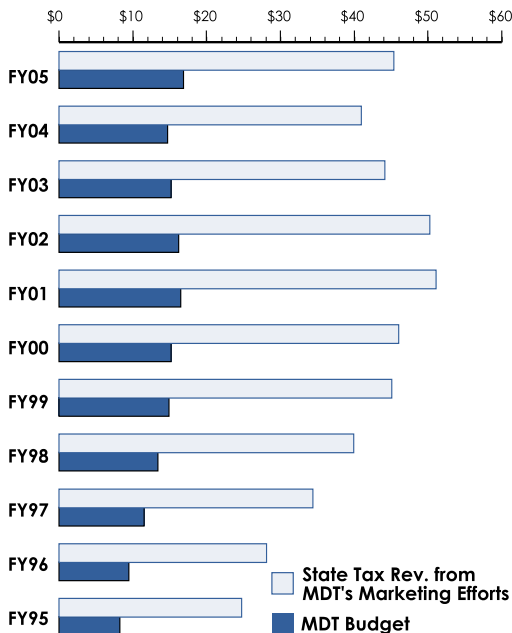
Travel Due to the Missouri Division of Tourism

Economic Impact Source: *University of Missouri.*

Incremental Travel Source: *SMAR!*

**Based on FY04. FY05 numbers not yet available.*

STATE TAX REVENUE GENERATED FROM MDT'S MARKETING EFFORTS in Millions



FOR MORE INFORMATION CONTACT

**Missouri Association of
Convention and Visitor Bureaus
(MACVB)**

(816) 233-6688

Missouri Travel Council

(573) 636-2814

**Missouri Attractions
Association**

(417) 334-0160



www.VisitMO.com